

### **CLAIMS**

1. A machine-based method comprising  
in connection with a process in which a user generates a predictive set of variables based on historical data about a system being modeled, enabling the user to automatically generate transformations of variables of the data, and automatically rank the performance of the predictor variables.
2. A machine-based method comprising  
in connection with a project in which a user generates a predictive model based on historical data about a commercial system being modeled, automatically identifying distinguishing characteristics of segments of customers in the system.
3. The method of claim 2 in which the identifying process includes ranking of the set of predictor variables with respect to predictive power for population of customers with respect to at least one target variable.
4. The method of claim 3 also including providing to the user a graphical display of the potency of variables with respect to distinguishing the segments of customers.
5. The method of claim 2 also including enabling the user to determine variables associated with the data that are tied to behaviors of the customers, including enabling the user to prepare the historical data, transform variables associated with the data, and determine the fit of a model to the data.
6. A machine-based method comprising  
in connection with a project in which a user generates a series of predictive models based on historical data about a commercial system being modeled, automatically identifying distinguishing characteristics of segments of customers in the system.
7. The method of claim 6 in which the identifying includes ranking the population of predictor variables with respect to at least one target variable.
8. The method of claim 6 in which the user is provided a graphical display of the potency of variables with respect to distinguishing the segments of customers.
9. The method of claim 6 in which the user is enabled to determine variables associated with the data that are tied to behaviors of the customers, including enabling the user to prepare the historical data, transforming variables associated with the data, and determining the fit of the model to the data.